

Baraboo Public Art Association
MINUTES
October 22, 2020 Zoom Meeting

1. The meeting was called to order by Bekah Stelling at 4 p.m. Also present: Ed Geick, Marcy Huffaker, Morgan McArthur, Mike Palm, Cully Shelton, Judy Spring, Megan Watson. Sending regrets: Kim Rabska.
2. Palm moved to accept the agenda, McArthur seconded, motion carried.
3. Guest Lindsey Giese, River Arts, Inc., described her five-year involvement with the artwork and amenities along the Sauk Prairie segment of the Great Sauk Trail. There is a governmental body called The Great Sauk Trail Commission, and there is a separate non-profit board called "Friends of the Great Sauk Trail" which handles the fundraising to pay for the trail installation, amenities and maintenance.

Lindsey was responsible for overall coordination (including selection and installation) of mile markers, benches, interpretive signs, the donor board and five major art pieces along the Sauk Prairie segment of the GST. Two additional art works will be added in spring 2021.

Twenty-five Wisconsin artists submitted ideas for trail artworks. The Friends group then narrowed the options down to a portfolio of a few pieces and artists that corporate major donors could choose from. In a few cases the corporate major donor had a different design in mind.

90% of major donations went to the trail itself, and 10% was used for the cost of the art works. The Friends group was responsible for approving all final art selection and locations.

Lindsey is very willing to share the lists of artists with BPAA. At this point it sounds like Lindsey and River Arts will continue to be the administrator of art and amenities along the new segment to ensure a coordinated look along the trail. The Friends group just updated its bylaws; it will hold its next meeting in January. There will likely be 3 Sauk Prairie reps, 3 Baraboo area reps, 2 At-Large reps and one rep from the Great Sauk Trail Commission with details still to be worked out. See more at www.greatsaukstatetrail.org

4. Shelton moved to accept the **September minutes**, Geick seconded, motion carried.
5. **Treasurer's report.** The missing checks were found, the "Kelly" elephant bill is paid in full. There is \$8123.58 in the regular account and \$10945.47 in the Greater Sauk Community Fund, including September deposits of \$500 from Community First Bank and \$200 from Dean Allen.
6. Process improvement: Huffaker noted that the mail pick-up process is going well.

7. Leads on grants and other funding sources? McArthur submitted the follow up report for the AHHP grant and Spring submitted the Good Idea Grant follow up report for the Youth Mural.
8. Committee report: **Challenge Gift Plan**
 - a. Shelton provided a review of “Challenge Grant Outline 2020-2021: Plan to Grow the Endowment” that was prepared with input from Stelling, Spring, McArthur and Shelton.
 - b. All BPAA board members are asked to contribute by November 15. **NOTE:** There is not a minimum donation amount and gift totals will be kept anonymous. BPAA Treasurer will not itemize donations, but rather report the lump sum in reports.” Contributions may be dropped off at City Admin building, Attention - Baraboo Public Art Association, or given to Marcy Huffaker.
 - c. McArthur **moved approval to print envelopes** for the mailing. Geick seconded, motion carried. Shelton will see to the printing.
 - d. Palm suggested concurrent development of a brief **PowerPoint presentation** about BPAA, art works, and the challenge gift that can be delivered to service clubs. Geick offered to put together the presentation.
 - e. Huffaker noted that the **Known Donors list** is in the google drive, including people who supported the Fabric of Community mural panels. Names are there but not all contact info. Spring offers to look up addresses and phone numbers.
 - f. Geick **moved to formally accept the “Plan to Grow the Endowment”**, Palm seconded, motion carried. Shelton will make minor tweaks as needed. McArthur will ask Robin Whyte to review the plan when he receives it from Shelton.
 - g. **Palm moved** that as part of BPAA’s fundraising effort, we **should join the Baraboo Chamber and DBI as an association**, not to exceed \$250 starting in January 2021. Spring seconded; motion carried.

OLD BUSINESS

9. Website can be viewed at **barabooarts.org** but it is not live yet. Geick will start on the QR codes.
10. Fabric of Community panel and quilt squares – no action
11. “Kelly” elephant plaque is being installed this month. There are concerns about kids getting into the inside of the new sculpture. McArthur will consult with Dean Allen about improving safety. Shelton will continue to look for press coverage for both the Kelly the Elephant and Youth Mural.
12. BPAA representation on the Friends of the Great Sauk Trail: Palm will select at least one from BPAA and might need two more from Baraboo community.

13. Wrap-up

- a. Stelling, Shelton – Implement “Plan to Grow the Endowment”
- b. Shelton – Print envelopes. Press release re Kelly the Elephant and Youth Mural
- c. Geick – QR Codes and PowerPoint

- d. McArthur – speak with Dean Allen about improving elephant safety, ask Robin Whyte to review “Plan to Grow the Endowment”
- e. Palm – Find out how many people from Baraboo will be needed for the Friends of the Great Sauk Trail board.
- f. All – Turn in Challenge gift by Nov. 15 to City Admin/BPAA or Huffaker
- g. Watson – Mural for GLW, add to November agenda
- h. Next meeting 4 p.m., Thursday, November 19 via Zoom

14. Motion to adjourn, 5:05 p.m.